

A Fake's Protest Is a Testimonial

Ignorant and Innocent Persons Are Easily Beguiled Into Signing Patent Medicine Indorsements, but Those of Learned Men Are Procured at High Prices.

By SAMUEL HOPKINS ADAMS.

No. XII.

There is a fake and the voice of its protest is a testimonial. No matter how explicit you make the charge of fraudulency, there is always a retort ready to hand: "Read what the Rev. Mr. Simp, and the eminent foreign specialist, Dr. Coyne Hunter, and the influential financier, Banker Bunk, say of us. How can any one accuse us of wrongdoing when such great and good men lend us their names? Here are the original documents in proof."

The documentary genuineness of such testimony is usually beyond cavil. But that gives it no value as evidence. It is what is behind the signature that must be considered. I propose here to analyze that serious compound, the testimonial, dividing it for the purpose into three cardinal questions:

Who gives it?

What does he say?

Why did he say it?

While all frauds, whether financial, mercantile or medical, keep a reserve fund of testimonials on hand, it is in the nostrum trade that the system attains its ripest development. Therefore, it is pertinent to consider the patent medicine letter as typical of the genus. Who furnishes the "grateful patient" indorsements for publication with which our newspapers teem?

TESTIMONIALS TO TRAP DOUBTERS.

Usually the ignorant and unreasoning. It is safe to say that ninety-nine per cent of the people who enthusiastically write their "experiences" to Peruna, the purely mythical "Dr." Kilmer of Swamp Root, or to the ghost of the long-dead Lydia E. Pinkham, are simple and innocent folk from the backwoods districts, with absolutely no knowledge of the nature, cause and treatment of disease. Their evidence must be read in the light of their ignorance. Nor can much better be said of the artists, authors, inventors and the like who rush into fervid print to tell how they have been "cured" by some patented cheese or copyrighted lollipop. Let Mr. Harrison Fisher, the well known illustrator, since he has voluntarily taken the witness stand of print to add his mite to the vast collection of testimonials now before the public, stand as a type of the ready letter writer.

"I have used Sanatogen from the first of the year, and find it a wonderful tonic. I am recommending it to my overworked friends."

Thus Mr. Fisher. Now, if he had written, "I obtain the pretty pink color which lends the blush of youth to the cheek of beauty in my pictures by mixing Sanatogen with my paint," that would be something to the purpose. For nobody paints more prettily or more pinkly than Mr. Fisher. But when it comes to a question of nerve-strain and overwork, which is the purport of the advertisement embodying the letter, somehow I fail to be convinced that Mr. Fisher's opinion on this, one of the most difficult and obscure problems in medical science, contributes greatly to the sum total of human knowledge. By way of parallel, suppose Mr. Franklin P. Adams tried to advise his admiring public:

"Professor Swan's Blubberine is the best heat food for Antarctic exploration now on the market. I ate a barrel of it before venturing out in a snow storm on my bicycle and have not frozen to death since."

Or, conceive Mr. Grantland Rice announcing to a breathless world:

"Old Dr. Gaspe's Reflex Respiator is absolutely indispensable for tourists descending into the crater of Vesuvius. I never use any other in the subway."

As testimony, I submit, this should carry equal weight to a judicial understanding with Mr. Fisher's well-meant encomiums on Sanatogen. F. P. A. and Grantland Rice know as much respectively about the South Pole and volcanic exploration as does the average man—yes, or even the average illustrator—about the infinitely delicate treatment of nerve ailments.

A testimonial may be genuine. It may be honest. It may be absolutely believed by its author. But unless it is supported by technical and specific knowledge of the subject, it is worthless. That is why most courts of law decline to accept lay testimonials in evidence. So much for the testimonial writer; now for his subject-matter.

What does the writer say?

MORE LIGHT ON "QUACK" CURES.

Often something so far short of or different from the claim which he is supposed to support that the discrepancy is ludicrous. Turn to Sanatogen once more. (And here it is but fair to say that I am citing Sanatogen not as typical of the worst class of nostrums, for, compared with the strongly alcoholic "cures" or the opiate soothing syrups, it is innocent, but because it represents the most extensive use of testimonials now before the public.) If I am competent to interpret plain and pleasing print—and the Sanatogen advertiser is very expert and plausible—the belief sought to be inspired by the makers of the product is that it is a vitality builder, nerve specific, and brain food.

"Over 21,000 physicians have written letters, telling how they have watched Sanatogen reconstruct cell and tissue—enrich the blood—recall keener appetite and better slumber, and infuse the whole system with a new vigor."

There's a blanket testimonial for you! Its principal weakness is that it isn't true. That vast 21,000 haven't "watched Sanatogen reconstruct cell and tissue—enrich the blood"—or perform any other wild impossibilities, nor have they said that they did. From the selected letters which the Sanatogen people themselves furnished to me, it appears that a large majority of the medical indorsements refer to the preparation as a good invalid food and nothing else. Similarly, in its reply to my former criticism, the Sanatogen concern defend itself as being a "standard food tonic" and quite properly quotes the eminent von Noorden as terming it an "excellent albuminous preparation." Granted with all my heart! But no "standard food tonic" nor "excellent albuminous preparation" will perform

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SKATE SAVERS RESCUED TATUMS IN RING AGAIN

N. Y. Stock Exchange Men Near Death in Stamford Pond.

(By Telegrams to The Tribune.)

Stamford, Conn., Feb. 1.—Skate sailing, a sport newly adopted by the members of the exclusive Stamford Yacht Club, almost caused a tragedy here yesterday noon.

Wilson W. Herrick and William A. Helden, of Stamford, and Hunter Norton, of Port Chester, all members of the New York Stock Exchange, were swept upon a section of treacherous ice in Cove Pond.

A skate sail race had just been finished, and the racers had broken up in groups and were skating for pleasure. When the three men broke through the ice the women were hurried ashore, while Commodore E. Y. Weber directed the rescue. A number of sails were lashed together and pushed out to the men, who grasped them and were hauled out. Herrick, the last one to be saved, was unconscious when taken from the water.

ROBS SENATOR WAGNER

Burglar in Flat Does Not Wake Policeman Overhead.

Some time before dawn yesterday a burglar jimmied the kitchen window of the apartment of State Senator Robert F. Wagner, Democratic leader at Albany, at 244 East 86th st., and made off with the Senator's gold watch, a diamond stickpin, and \$153. Police Lieutenant McMullen, of Police Headquarters, was asleep on the floor above. The watch bears the initials of Senator Wagner, and the charm has the insignia of the Elk.

SNOW FLAKES TRAIL RAIN

At Midnight the Fall Was an Inch—Work for Idle.

With an inch of snow at midnight and more coming fast, Street Cleaning Commissioner Fetherston asked the police early this morning to wake up the unemployed in each precinct and break the news to them. A list of those who want jobs shoveling snow has been in the hands of the Street Cleaning Commissioner for weeks, and he has furnished each station house with the addresses of those in that precinct.

All the branch offices of the Street Cleaning Department were thrown open and arrangements made to distribute the army of workers to the best advantage.

DOOMS FAMILY TO AVENGE BROTHER

Carranza Orders Execution of Father, Mother, Children of Santibanez.

Laredo, Tex., Feb. 1.—General Jesus Carranza, his son, Abelardo, and Ignacio Peraldi, members of his staff, were executed by General Santibanez, former Constitutional general, who defected to Zapata, according to a telegram received by the widow of General Carranza from the First Chief at Vera Cruz.

Mrs. Jesus Carranza, a refugee here, in announcing the death of her husband, said General Venustiano Carranza had telegraphed her he would send troops to recover the body.

General Jesus Carranza and his staff were taken prisoners recently near San Gerónimo, on the Isthmus of Tehuantepec. Carranza's staff, according to reports, were executed immediately. Carranza, his son, Abelardo, and Peraldi, a relative, were held prisoners for a time by Santibanez, who demanded as the price of their safety that Venustiano Carranza cease operations in that territory.

Vera Cruz, Feb. 1.—In retaliation for the execution of General Jesus Carranza, his son, Colonel Abelardo Carranza, and Colonel Ignacio Peraldi, by General Santibanez, the execution of the father, mother, wife and nine children of General Santibanez has been ordered. When General Santibanez captured Jesus Carranza and his staff, following their arrival in his tent on a friendly mission, he notified General Venustiano Carranza he would execute them unless Carranza made terms with him.

Carranza refused, and in the meantime captured the whole family of General Santibanez and held them as hostages. To-day, when Carranza's brother and nephew had been put to death by Santibanez, General Carranza prepared to put into execution the threat made to Santibanez—that if harm came to Jesus Carranza or his son, the family of Santibanez would pay the forfeit.

While no official announcement has been made of Carranza's plans, it is understood that the family of Santibanez is under sentence of death and that their execution is imminent.

(By Telegrams to The Tribune.)

El Paso, Tex., Feb. 1.—Guynam, the principal seaport of Sonora, and Moclova, an important mining and railroad city in the State of Coahuila, were taken today by Carranza's forces. Official advices received here to-day said.

Washington, Feb. 1.—Alarmed for the safety of British subjects in Mexico City as the result of the reported cutting off by the Zapata forces of the city's main water supply, Counselor Barclay, of the British Embassy, called at the State Department to-day to inquire what the department had heard about conditions there. He was told that according to the American government's advices the city had an adequate water supply to meet necessities and that there had been no reports of violence in the capital.

WITCH DOCTORS BUSY

Thrive on Delusions, Denounced by Italian Priest.

Witch-riders East New York is to be saved by the churches. Tales of ghosts and evil spirits have been going the rounds of the Italian colony in the East End of London for several weeks. Many young women have announced that they are possessed by demons. Mrs. Michael Paciana, fifteen years old, tells of visits paid her by the spirit of a young sweetheart who was killed a year ago.

On the strength of these stories witch doctors have been plying their trade with energy. Families have paid from \$10 to \$100 each for exorcism and protection. Yesterday the Rev. Vincent Sorrentino, of the Church of Our Lady of Loretto, complained to the police of the imposition upon members of his congregation. On Sunday he denounced the hoax at the four masses in his church.

Canada Settles for Shooting.

Washington, Feb. 1.—Under an agreement reached to-night the Canadian government will settle claims growing out of the recent shooting of two Americans by Canadian militia-men by paying \$10,000 to the parents of Walter Smith, who was killed, and \$8,000 to Charles Borsch, who was wounded, in addition to all legal expenses.

LABOR REMEDY

"BEYOND ME," SAYS MORGAN

Financier Tells Federal Board He Can't Suggest Any Legislation.

KNOWS CONDITIONS "IN A GENERAL WAY"

John Mitchell Speaks of the Need of National Arbitration Body.

John Pierpont Morgan, testifying yesterday before the Federal Industrial Commission, was unable to think of a single remedy which might be proposed to Congress to alleviate the present unrest among the working classes of the nation.

"The purpose is admirable," he said, when asked for hints by Commissioner Weinstock, "but it's beyond me. I have not the power or capacity to suggest legislation. I would be very glad to give it to you if I had any."

At another point in his testimony the witness declared that if he had given the impression that he did not know anything about the condition of labor in the corporations of which he was a director it had been erroneous, for, he stated, "we do know how things go on in a general way."

He also contradicted Samuel Untermyer's testimony that with Kuhn, Loeb & Co. his firm controlled a large part of the railroads of the United States. "If we dominate half of them," he said with a smile, "I never noticed it."

Mr. Morgan a witness.

Mr. Morgan, who was a witness for almost an hour and a half, took the stand at 3:12 o'clock, after John Mitchell, former labor leader, now a member of the State Compensation Commission, was excused. Mr. Morgan had entered while Mr. Mitchell was on the stand and was an interested listener to some of his testimony. At no time did the questions put to the banker cause him to lose his calmness, and most of his answers were accompanied by a smile. This invariably appeared when he was forced to admit his ignorance of conditions in corporations in which he was interested.

Throughout his examination Mr. Morgan, who was clad in a dark business suit and wore a large ascot tie, directed his gaze at the commissioner who put questions to him. Many times he brought in replies, "I don't know," "I don't remember," and "Really, I couldn't say," invariably followed by a turning of the head and a hearty laugh to himself. Once or twice the answers also struck some of the spectators as humorous.

Mr. Morgan said he was a director of the United States Steel Corporation, the International Mercantile Marine, the Northern Pacific and the Pullman Company. When asked in what other corporations he either owned stock or represented a considerable amount he replied: "I'm afraid it would be a very long list, and I could only tell you by looking at my card."

The witness said that probably he devoted from twelve to fifteen hours to the Steel Corporation's meetings in a year, not including gatherings of the finance committee.

He admitted he had been furnished with reports of each, which told of financial standings, but had received no report which would cover the labor conditions of each enterprise.

"Because circumstances do not change as rapidly in the labor conditions as in the financial," he said.

Mr. Morgan was unable to state what the effects of organization had been among employees in the various companies, but he did not think that corporations organizations do exist.

Not Against Unions.

Mr. Morgan was unable to state what the effects of organization had been among employees in the various companies, but he did not think that corporations organizations do exist.

He declared he was not opposed to men organizing, provided such organizations were lawful and proper, but would be disinclined to deal with organized labor that came and told him he could not employ outside help.

The witness pleaded ignorance of collective bargaining when a question on that subject was put to him, and Commissioner Weinstock explained. He then replied that it might be considered desirable so long as it did not interfere with the business of the company.

Mr. Morgan explained that the officers of a company, chosen by the directors, were responsible for its policy, a matter for which neither directors nor stockholders were liable.

He did not know the number of persons employed by any of the companies in which he had an interest, but thought the Steel Corporation had about 120,000.

When asked by Commissioner Walsh to tell what the Millbrook Company was the financier paused a moment, and then said it had been a company formed by the New Haven road in 1906 or 1907. "But I have no interest in it," he added.

The chairman then took up the reports received by directors of the companies.

As a members of the board of directors of the International Mercantile Marine, the witness said, "I receive a statement of the financial condition, and also reports of officers, and I am a member of the finance committee along the line of the Northern Pacific. The last came by mail, but I get the others at the meetings. They tell of the minutes of the executive committee, and of the general condition and prospects, sales of land and crops."

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Democrats Defy Wilson, Put Ship Bill on Rocks

Seven Senators, in Open Mutiny, Destroy Hope for Pending Measure.

JOIN REPUBLICANS WITHOUT WARNING

Majority's Ranks Collapse with the Administration Fighting for Life.

SHIP TRUST LOBBY DENOUNCED BY REED

Party Leaders Call Caucus for To-day to Try to Prevent a Total Wreck.

(From The Tribune Bureau.)

Washington, Feb. 1.—Open mutiny in the ranks of the Democrats of the Senate turned the tide of conflict over the ship purchase bill in favor of the Republicans to-day and apparently sealed the fate of the measure approved by the President and the majority caucus.

Seven Democratic Senators voted with the Republicans to override the ruling of Vice-President Marshall that a motion of Senator Clarke to reconsider the bill was out of order. The vote was 44 to override the decision to 42 to sustain it. Senator La Follette voting with the Democrats. This was a test vote, and if the lines hold to-morrow the administration shipping bill as it now stands is out of the running for this session at least.

The collapse of the administration's campaign to drive the bill through the Senate came almost without warning. While elaborate preparations for a long parliamentary siege were still in the making the break occurred, and the Democratic leaders, abandoning their offensive measures, were forced to take the defensive to save themselves from final and crushing defeat. On the initiative of the Democrats the Senate adjourned.

In a last effort to secure sufficient votes to pass the bill, the Democrats will hold another caucus to-morrow. All hope of lining up the recalcitrant Democrats was abandoned by the leaders to-night, and at the caucus the bill will be amended, in the hope of winning the support of Senator Norris and other progressive Republicans.

There was talk of adopting Senator Norris's amendment providing that the government shall operate, and not lease, the vessels, in addition to some provision that would bind the government not to purchase belligerent ships until it was learned whether or not another belligerent government objected.

Seven Recalcitrant Democrats.

The seven Democrats who defied the President and the mandate of the Democratic caucus were Senators Bankhead, Camden, Clarke, of Arkansas; Hardwick, Hitchcock, O'Gorman and Vandaman.

A motion made by Senator Clarke to reconsider the ship purchase bill to the Commerce Committee gave warning of the mutiny. Vice-President Marshall tried to stave off disaster by ruling the motion out of order, but the Republicans were ready for action and the ruling was reversed. An effort was then made by the majority leaders to gain time by adjourning, but this was defeated, and Senator Reed jumped into the breach with an ardent defense of the administration to block the final triumph of the minority.

After a time a truce was agreed upon. When the Senate adjourned the motion to reconsider the ship purchase bill was still pending, but the Democrats, who had begun the day with determination to break the filibuster, were on the defensive, and the plans of the administration were on the verge of chaos.

The revolt of the seven Democrats marks the first important breach in administration ranks. As such its effects will probably extend beyond the issue raised by the ship purchase bill. It is not only a protest against the measure, but a mutiny against the methods adopted by the administration to force legislative measures through Congress.

Some of the mutineers said they were merely opposed to the bill on which the President has insisted, and to pass which he has threatened to call a special session of Congress. They refuse to acquiesce in the methods adopted by the Senate majority of suppressing debate and forcing legislation through under spur of a caucus decree.

When the day's session began both sides were preparing for a long struggle.

Other suggestions that will be more meritorious than those made by the committee. They are merely suggestions, and only tentative."

The size of the direct state tax, the Mayor said, would be a factor in determining just how necessary it would be for the city to get additional revenue. It has been estimated that the direct tax will be about \$20,000,000, of which this city will have to stand 70 per cent.

The Mayor would give none of the suggestions, because, he said, it had been agreed that any such statements might be misleading. It was learned that the three were: Tax on the increased increment or increase in land values, a habitation tax on all householders, an occupation tax on all persons having stores, offices or shops, and a tax of \$5 a \$1,000 on all salaries over \$2,000. It is understood that none of them were received with any great amount of favor.

Further suggestions are sought.

WOMEN GET ALL VOTES

Jersey House Stands 58 to 0 on Suffrage Amendment

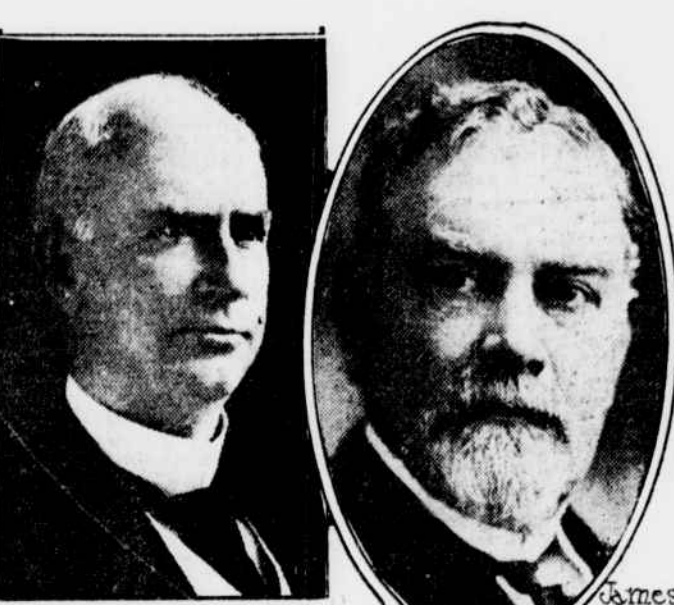
(By Telegrams to The Tribune.)

Trenton, N. J., Feb. 1.—That the proposition of whether women should vote in New Jersey will be submitted to the people of the state next September is now practically an assured thing, as the House of Assembly to-night passed the Peaceock resolution providing for the submission to the people of the proposed amendment to the constitution providing for equal suffrage. There is no doubt but that the Senate will pass the resolution.

The bill was off so far as speaking was concerned, and the members of the House were permitted to speak to their hearts' content. The vote stood 58 to 0. Anderson, of Middlesex, at first voted against the resolution, but changed his mind and made the vote unanimous.

M Juror Halts Gifford Case.

Albany, Feb. 1.—The trial of Malcolm Gifford, Jr., charged with killing Frank J. Clute on April 1, 1913, was stopped to-day because of the illness of David Vanderburgh, a juror. Recess was taken until to-morrow morning.



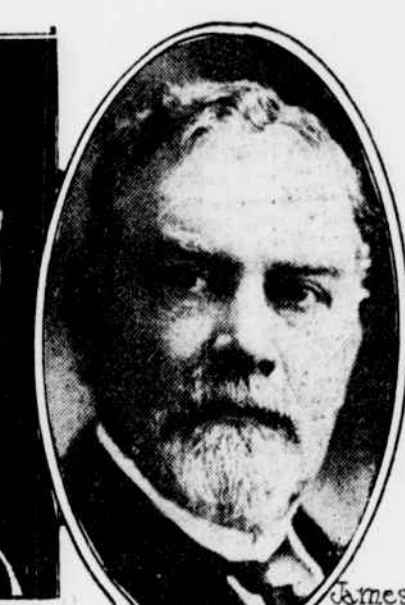
James P. Clarke, Arkansas



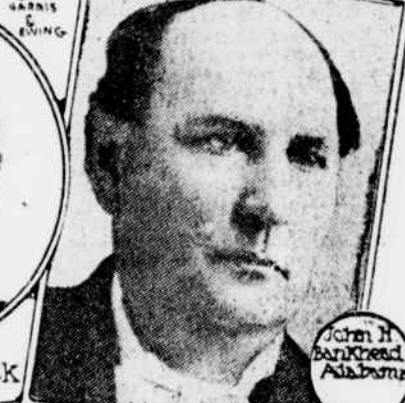
Thomas W. Hardwick, Georgia



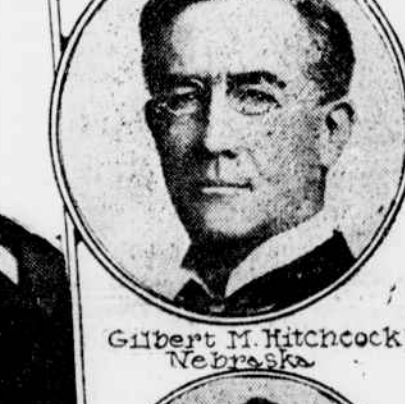
James K. Vandaman, Mississippi



John M. O'Gorman, New York



Gilbert M. Hitchcock, Nebraska



Johnson N. Camden, Kentucky

gle. Senator Smith, of Michigan, who had spoken for several hours on Saturday, resumed the floor and continued his denunciation of the administration's policies.

There were no signs of conflict. The crowd in the galleries was larger than usual, but not more than a dozen Senators were in their seats.

The activity was in the adjoining corridors and committee rooms. Men were carrying out some of the official suggestions that will be more meritorious than those made by the committee. They are merely suggestions, and only tentative."

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BUY A SILENCER? NOTHING IS EASIER

Tribune Does It in Very Shop Where Auerbach Was Supplied.

The absolute lack of difficulty attending the purchase of a Maxim silencer for firearms, which was brought out so strikingly by the quadruple Auerbach killings of Sunday morning, provoked yesterday a deep fear among department and private police that the criminal class will be quick to take advantage of this first-aid-to-murder device unless legislation regulating its sale is hurriedly passed.

By Police Commissioner Woods, Deputy Commissioner Lord, Inspector Faurot, of the Detective Bureau, and former Deputy Police Commissioner George S. Dougherty it is regarded as the most serious menace confronting the authorities to-day. None of them doubts that the ease with which the silencers can be bought and the safety with which they can be used will be an inducement to crime which will not be long in showing itself.

Police Commissioner Woods is so disturbed over the situation suggested by the Auerbach case that he sent the following letter yesterday to Frank L. Polk, Corporation Counsel:

Wants Sale Prohibited.

"I believe that the suppression of homicides and attempted homicides in this city can be made more effective if we have an ordinance or other regulation which will prohibit the sale of silencers for firearms."

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LONDON AWAITS

RAIDERS IN DARK AS FORTS FIRE

Guns at Dover Open on Supposed Zeppelins or Submarines.

FIVE AIRCRAFT ARE REPORTED OBSERVED

Capital's Plans for Visit of Germans Carried Out by Police.

UNDERSEA ATTACKS MAY RAISE PRICES

Shipping on West Coast of England Upset—U-21 Reported Near Liverpool.

London, Feb. 1.—The batteries protecting Dover opened fire to-night on what is thought to have been another German raid, but whether by Zeppelins or submarines or both has not been ascertained.

An early report from Dover said that five hostile airplanes were observed over that town, while a later report announced that they had been driven off by the gun fire of the forts.

Another Dover message declared that the fire had been directed at German submarines.

As a consequence, the War Department instructed the London police to make all preparations for an air raid. The city was soon in darkness, and everywhere the news spread that Zeppelin fleet was on its way to the metropolis.

Telephone calls to Harwich, Cromer, Southend, King's Lynn, Yarmouth and other points elicited the reply that no air raiders had been seen. The report of submarines at Dover seemed to explain the gun firing there, but the official press bureau issued no statement.

The extended precautions taken in London indicated the fact that unusually all special constables under regulations were required to report the various stations, even those attending the theatres, where in some cases the audiences were greatly depleted.

At several of the railway stations the lights were extinguished and trains passing over bridges did so in darkness.

Marine Insurance Rates Raised Owing to Raids.

London, Feb. 1.—The German submarine attacks on British merchant ships continue to be the paramount topic of discussion, and predictions are made that food prices, which are already soaring, will go still higher. Many more raids are accomplished. The shipping of the west coast is somewhat upset, the Dublin Steam Packet Company announcing to-night the temporary abandonment of all sailings to Belfast, Liverpool and Glasgow. One other Dublin company has also suspended its sailings, but the other schedules are being maintained as usual.

The chief source Great Britain find in the German submarine attacks is that the craft thus used cannot take part in the regular naval operations. A message received here this afternoon from Southampton says that a German submarine, supposedly the U-21, was seen off there early this morning. Southampton is a seaside resort of England, and the U-21, eighteen miles north of Liverpool.

Communication at Lloyds.

The submarine raids caused a commotion at Lloyds, and insurance rates stiffened generally. The Atlantic rate ordinarily is 5 shillings per cent, but the underwriters now are asking 15 shillings and in some cases 15 shillings. What little business is being transacted, however, is believed to be at the lower figures.

Word was received from Liverpool that the insurance rates on coasters had been raised from 5 to 20 shillings per cent as a result of the German submarine raids.

The two British merchant steamers torpedoed by the Germans off Havre are the largest commercial vessels that have as yet fallen victims to German submarines. The three ships sunk in the Irish Sea were all small craft.

Supplies Taken from Coaster.

The belief expressed yesterday that the raider could not remain for more than a few hours in waters so far removed from its base has been exploded by the news that the mail steamer Leinster encountered a German submarine off the Irish light vessel, opposite the mouth to Dublin Bay.

"When we sighted her late Sunday afternoon, just outside the entrance to Dublin Bay, the weather was so rough that not a single passenger was on deck," the captain said. "The submarine approached us while she was submerged, but we sighted her emerging less than a mile away. She signalled us to halt or we would be fired upon, but I ordered full speed ahead, changing our course every few miles."

"Our pursuer took the weather well, but we got the engines up to 24 knots speed and soon outdistanced her. The Leinster plies across the Irish Channel between the ports of Holyhead and Kingstown, on Dublin Bay. The outgoing boat left Kingston last night as usual. A notice was posted at the

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Irish Steamer Runs

Away from Submarine

Dublin, Feb. 1.—"Rough weather has no terrors for the German submarines," declared the captain of the steamer Leinster in telling of his boat's narrow escape from a German submarine when off the Irish light vessel, opposite the mouth to Dublin Bay.

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